

# North Fish Hatchery Road Reconstruction

Public Meeting #3

April 8, 2019

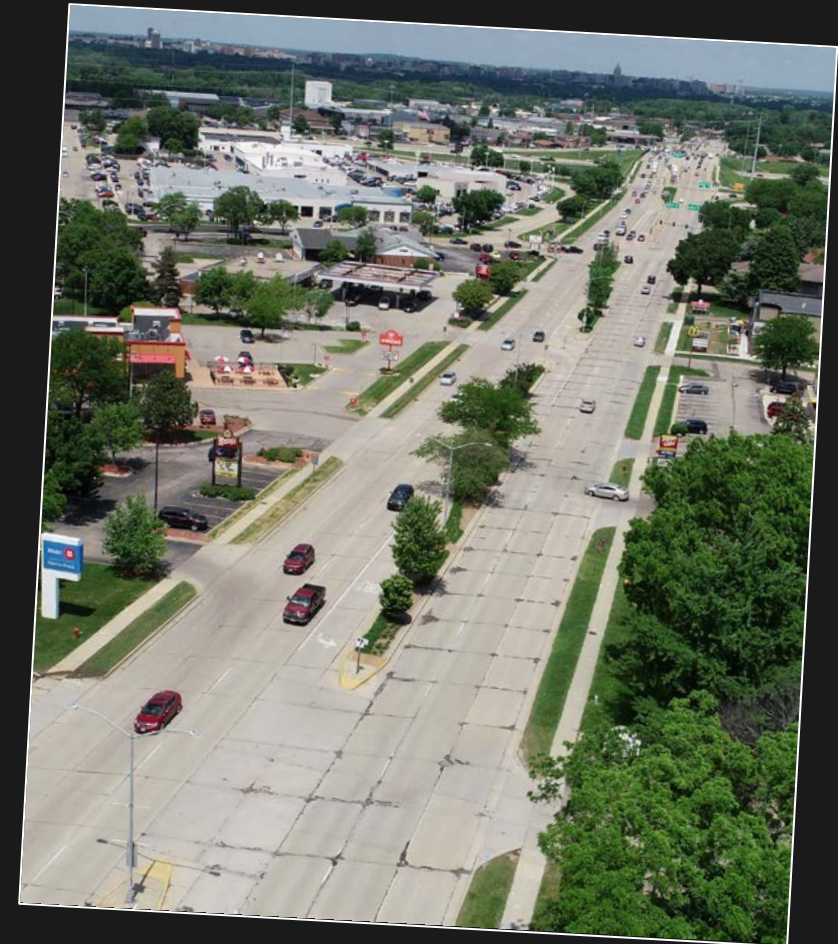


# Meet the Project Team



# Agenda

1. Project Overview
  - Engagement recap & takeaways
  - Budget & funding overview
2. Final Design
  - Highlights and key improvements
3. What to Expect During Construction
  - Timeline & phasing
  - Minimizing impacts
  - Resources and contacts
4. Open House



# Q&A

- Ask **clarifying questions** as we go.
  - E.g., explain a term or repeat a statement
- **Write other questions & comments on the sheet provided.**
  - Hand to any project team member. We will circulate to collect at the end of the presentation.

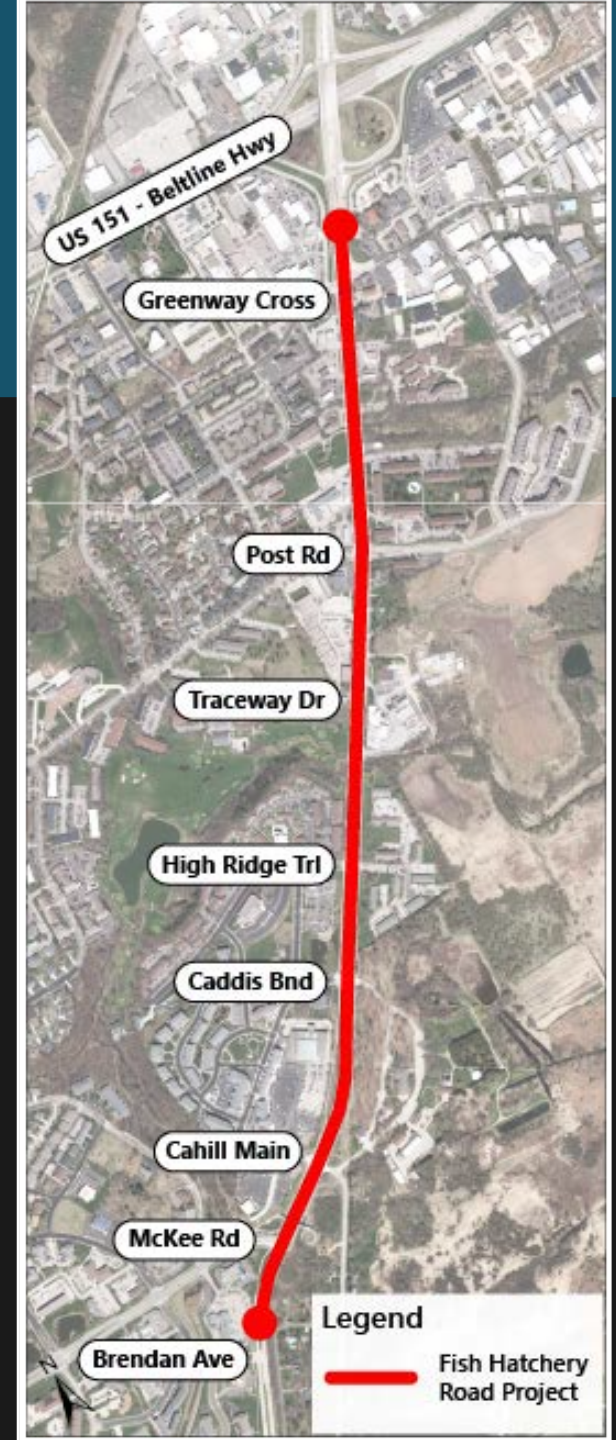


# Project Overview & Engagement Takeaways

Urban Assets

# Project Overview

- Full reconstruction from McKee Road to the Beltline
- Public engagement, planning, and design from June 2018 – June 2019
- Construction anticipated to occur from late 2019 through early 2021



# Year In Review

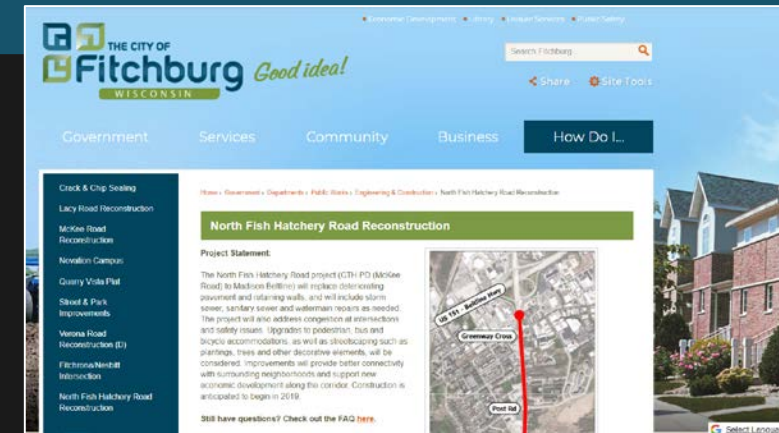
- The project began in late spring 2018 with the following goals:
  - Replace the pavement and retaining walls.
  - Repair/replace the storm sewer, sanitary sewer, and watermain as needed.
  - Address traffic safety and congestion issues.
- Pedestrian, bus, bicycle, and streetscaping upgrades were to be considered based on public input.





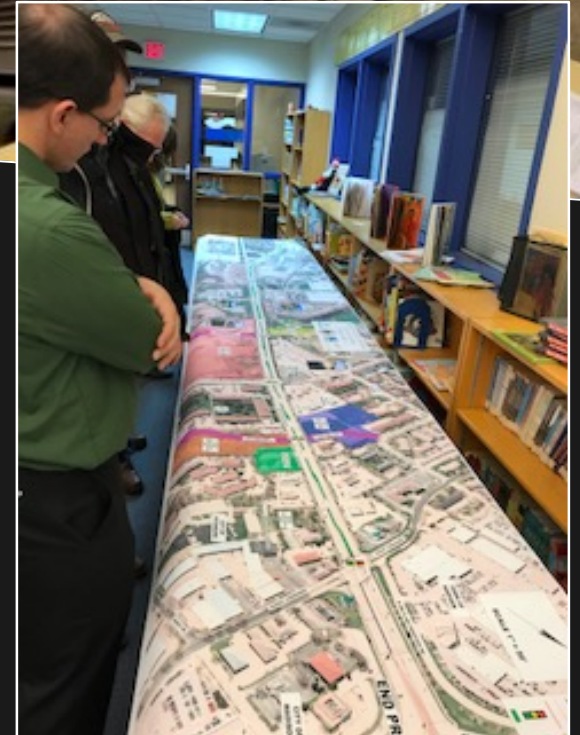
# Year in Review

- Outreach through direct mailings, project webpage, Notify Me, project listserv, social media
- Public Meetings
  1. August 22, 2018: Understand questions, concerns, desires
  2. November 8, 2018: Discuss Preliminary Design
  3. April 8, 2019: Share Final Design & Pre-Construction Info
- 9 Community Liaison Team Meetings
- Focus Group Meetings
  1. Adjacent residents
  2. Adjacent property owners
  3. Latino Academy resident panel
- Coordination with agencies and property owners



# Public Input: What We Heard

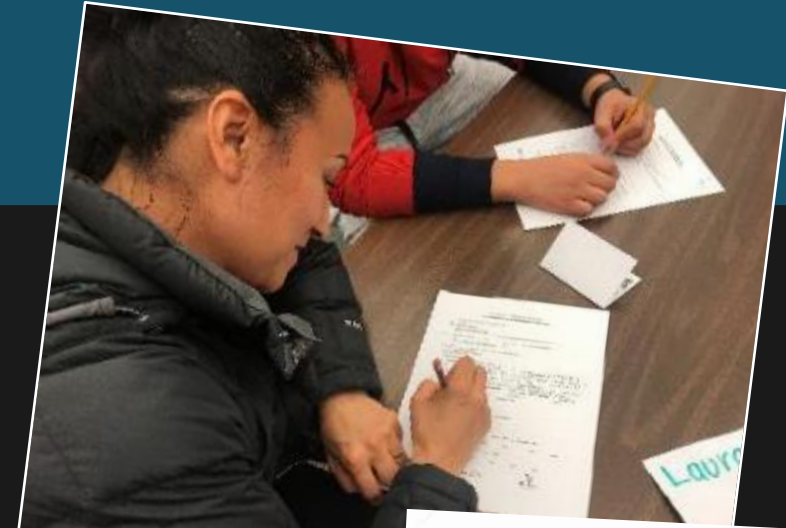
- *What's the headline you'd like to see?*
  - "Fish Hatchery Road is the most beautiful redesign in Wisconsin"
  - "Reconstruction allows getting from point A to point B as efficiently as possible"
- Top intersections of concern:
  - Greenway Crossing – issues with congestion, turns, signal timing, business access, pavement condition
  - High Ridge Trail – issues with turns onto Fish Hatchery, pedestrian xings
  - McKee Road – issues with turns onto Fish Hatchery, consider a roundabout





# Public Input: What We Heard

- Extend the center turn lanes.
- Improve pedestrian & bicycle friendliness.
  - Make crossings easier and safer, especially near apartments and Leopold School.
  - Provide a multi-use path.
  - Provide on-road bike lane.
  - Utilize the Nine Springs box culvert.
- Improve bus stops.
- Accommodate future bus rapid transit.
- Make more room for cars.
- Improve the streetscaping.



North Fish Hatchery Road Reconstruction  
(McKee Road to the Beltline)  
Fitchburg, VT

Fitchburg  
UrbanAss

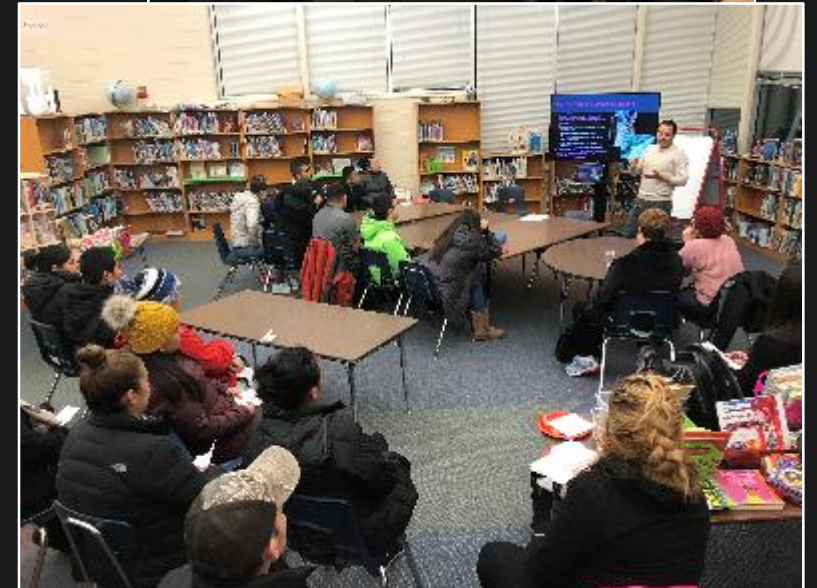
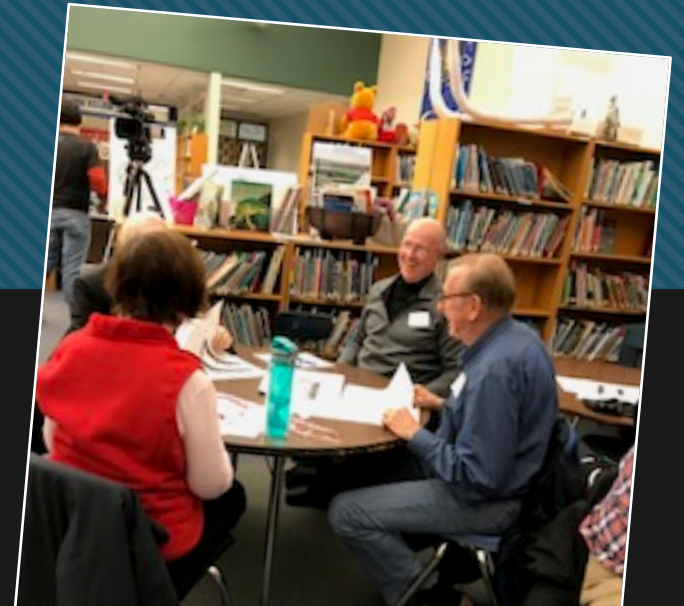
Input Form

Place a numbered slider on the map near the location about which you would like to comment. Write the slider number in one of the # boxes below and leave your comment in the adjacent spaces.  
For general comments not related to a specific location, please put an "X" in the box next to the comment.

# 3	Roundabout here! Bikes only vs. Full lane.
# 10	Extend multi-use path on Northwest side from High Ridge Trail to Beltline
# 17	Provide bike path access under FHR along Nine Springs Creek through box culvert
# 67	Restore full access instead of right turn only from High Ridge Trail to FHR
# 74	Restore full access instead of right turn only from Cahill Main to FHR

# Public Input: Design Response

- Based on public input, the project now includes:
  - A new **ped/bike bridge** on the west side of the road over Nine Springs Creek.
  - **Streetscaping** improvements throughout the corridor.
  - Extended **shared use path** on the west side from High Ridge Trail to Greenway Cross.
  - **Street lighting** in the terraces to better illuminate the path and sidewalk.



# Additional Agency Input & Response

- City of Fitchburg
  - Ped/bike crossing and plaza at Traceway Drive to support future rec use of Nine Springs Golf Course and community center
  - Intersection improvements to accommodate future development
- DNR and American Transmission Company (ATC)
  - Shifted 3<sup>rd</sup> lane roadway expansion (McKee-Breckenridge) to the west to preserve DNR Oak Savannah
- Madison Metro and MPO
  - Shared bus/bike/right turn lane to accommodate future Bus Rapid Transit



# Side Note: What is BRT?

**Reliability** of rail with **flexibility** and **cost-effectiveness** of bus

- **Branded** stations and buses
- **Simple, frequent, all-day service** (every 10-15 min., including nights and weekends)
- **Direct** routes/fewer stops
- Transit **signal priority**
- **Off-board fare payment**
- **High capacity** boarding
- **Dedicated lanes** where feasible



# Project Budget

- Total cost estimated at \$22.2 million
- Funding will come from TIF revenue, Dane County, City of Madison, and City of Fitchburg general tax
- Final budget and sources determined later this year





# Final Design Overview

KL Engineering

# Project Scope

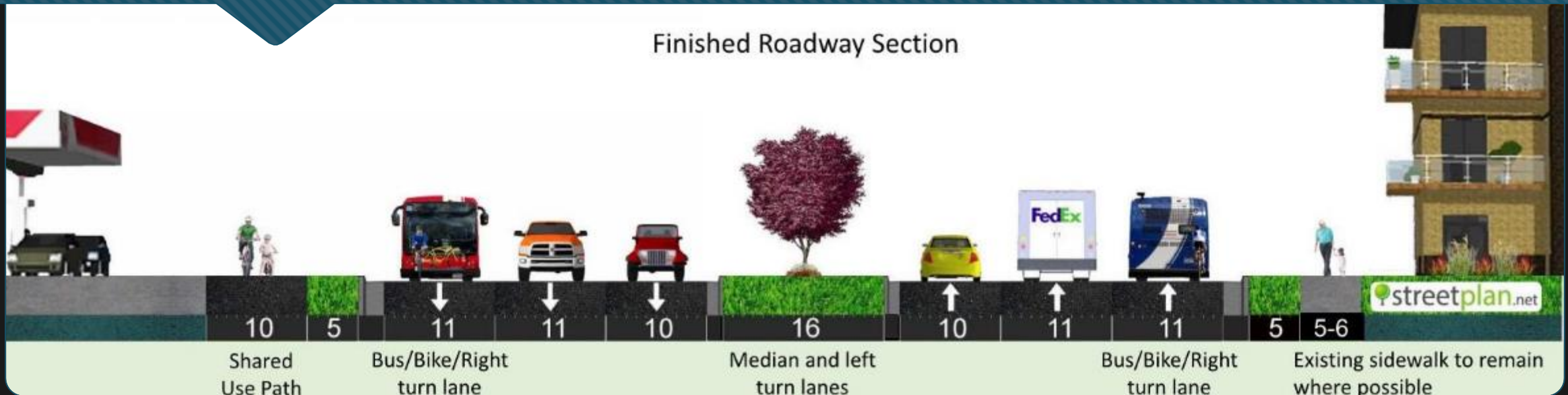
## Included

- New pavement
- New retaining walls
- Storm sewer improvements
- Watermain and sanitary sewer repairs
- New traffic signals
- New street lighting and signs
- ADA compliance upgrades

## Included at some level

- Congestion and safety improvements
- Storm water capacity upgrades
- Storm water quality improvements
- Transit accommodations
- Streetscaping
- Additional bicycle and pedestrian facilities

# Approved Cross Section



- Maintains existing lane configuration
- Extension of the multiuse path on the west side
- Accommodates future bus rapid transit (BRT), which is a priority of the regional transportation planning agency
- Provides space for on-street bike riders
- Maintains a flexible roadway (can convert lanes as needed in the future)

# Corridor Improvement Highlights

- New pavement
- New traffic signals at Traceway Drive and the new Pike Drive intersection
- Intersection modifications to improve traffic flow and safety
- Expansion to three lanes from McKee Road to Breckenridge Court, to match the rest of the corridor
- Off-road facility for bicycles
- New pedestrian and bicycle bridge over Nine Springs Creek
- Streetscaping
- Street lighting that provides better lighting of sidewalks and paths
- More visible pedestrian crossings
- More visible bike and bus lane markings



# Streetscaping

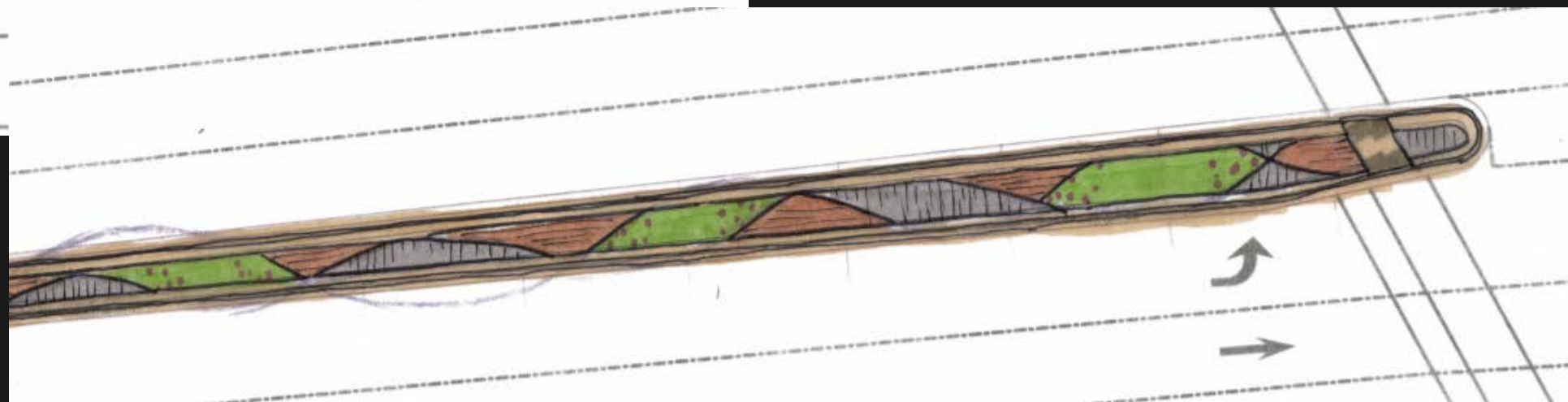
KL Engineering  
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# Proposed Streetscape Design Intensity



# Example Block- High End

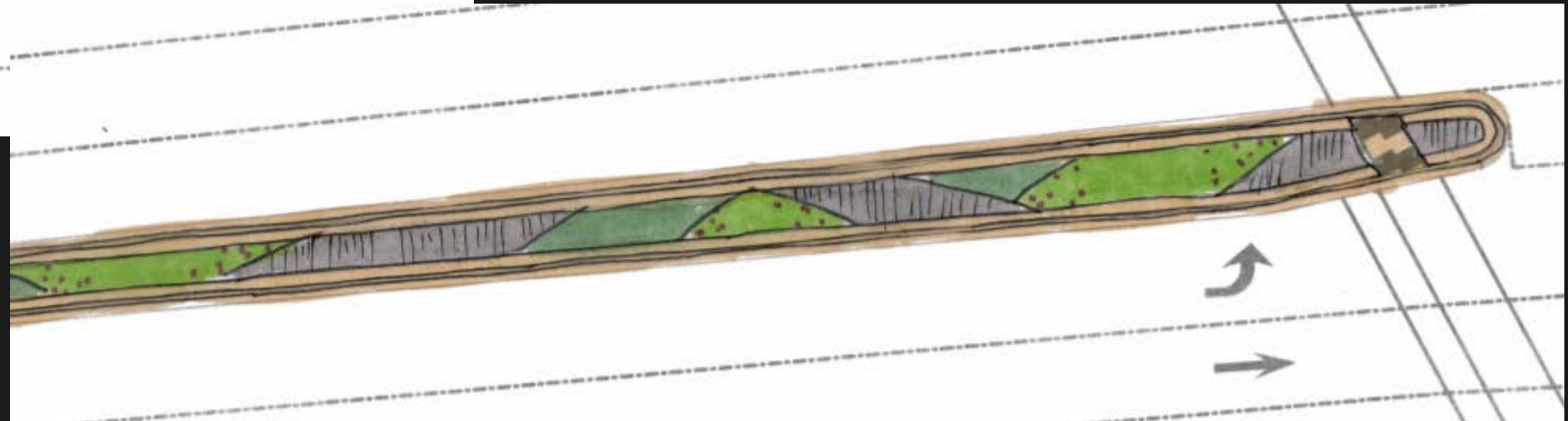
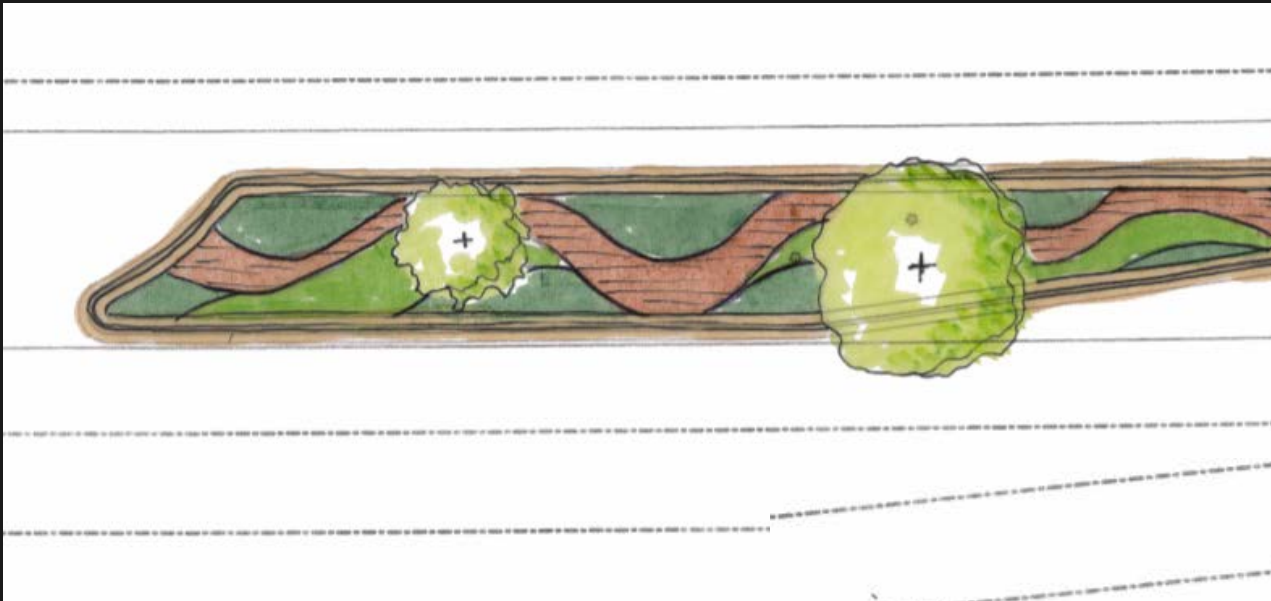




# Example Block- High End



# Example Block- Mid Range



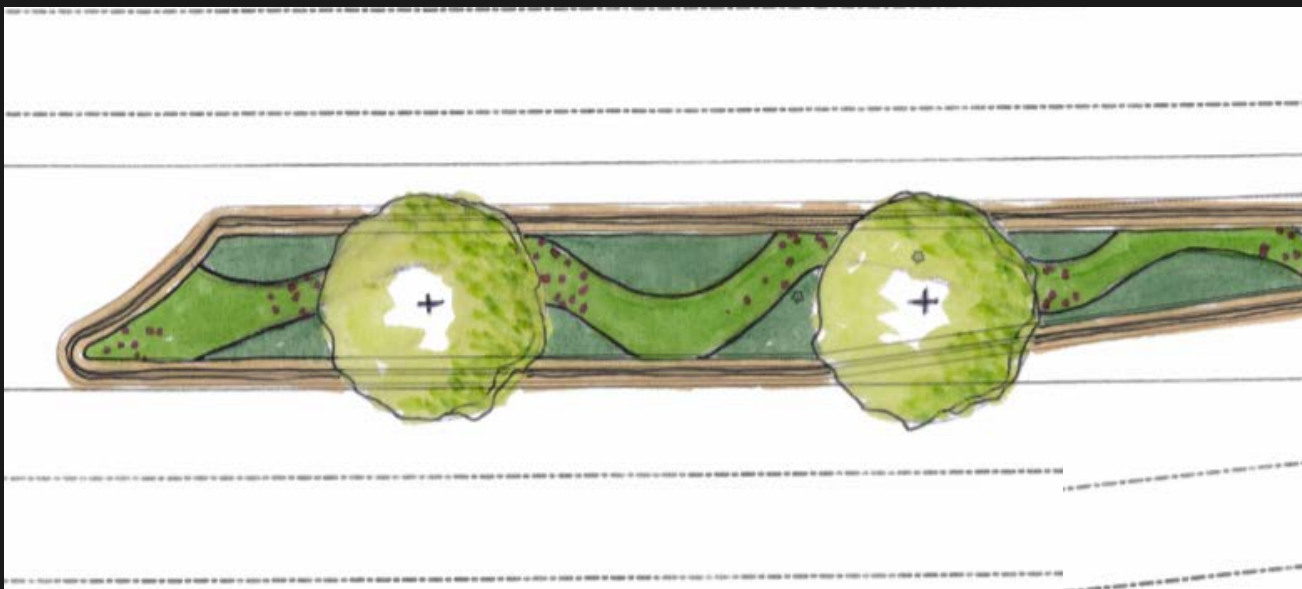


# Example Block- Mid Range





# Example Block- Low End



# Example Block- Low End





# Traceway Plaza



# Traceway Plaza





# Street Lighting

Please Let Us Know What You  
Think of These Alternatives!!

"Omega"



"Skyliner"



"Millennia"



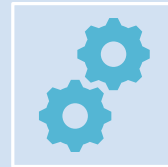
# Next Steps

KL Engineering

# Next Steps



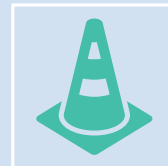
Real estate  
acquisition



Permitting



Final utility  
coordination



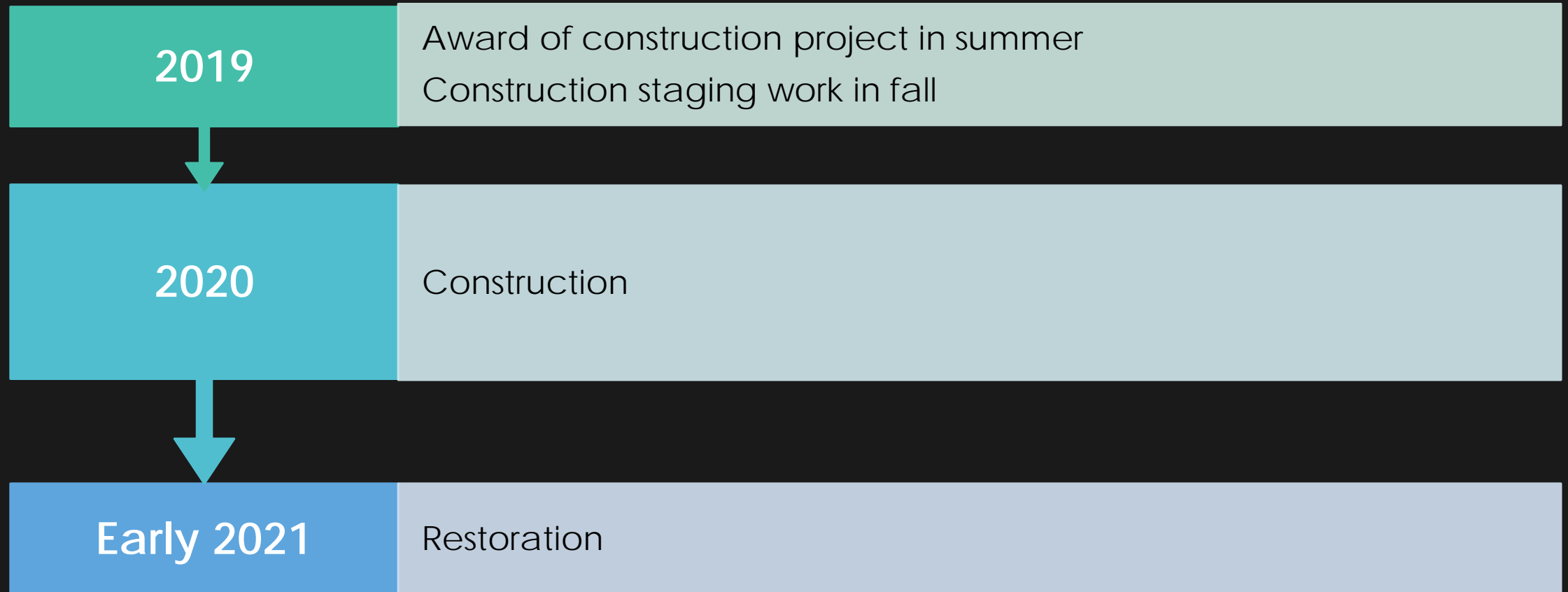
Project bidding

# Preparing for the Reconstruction

KL Engineering



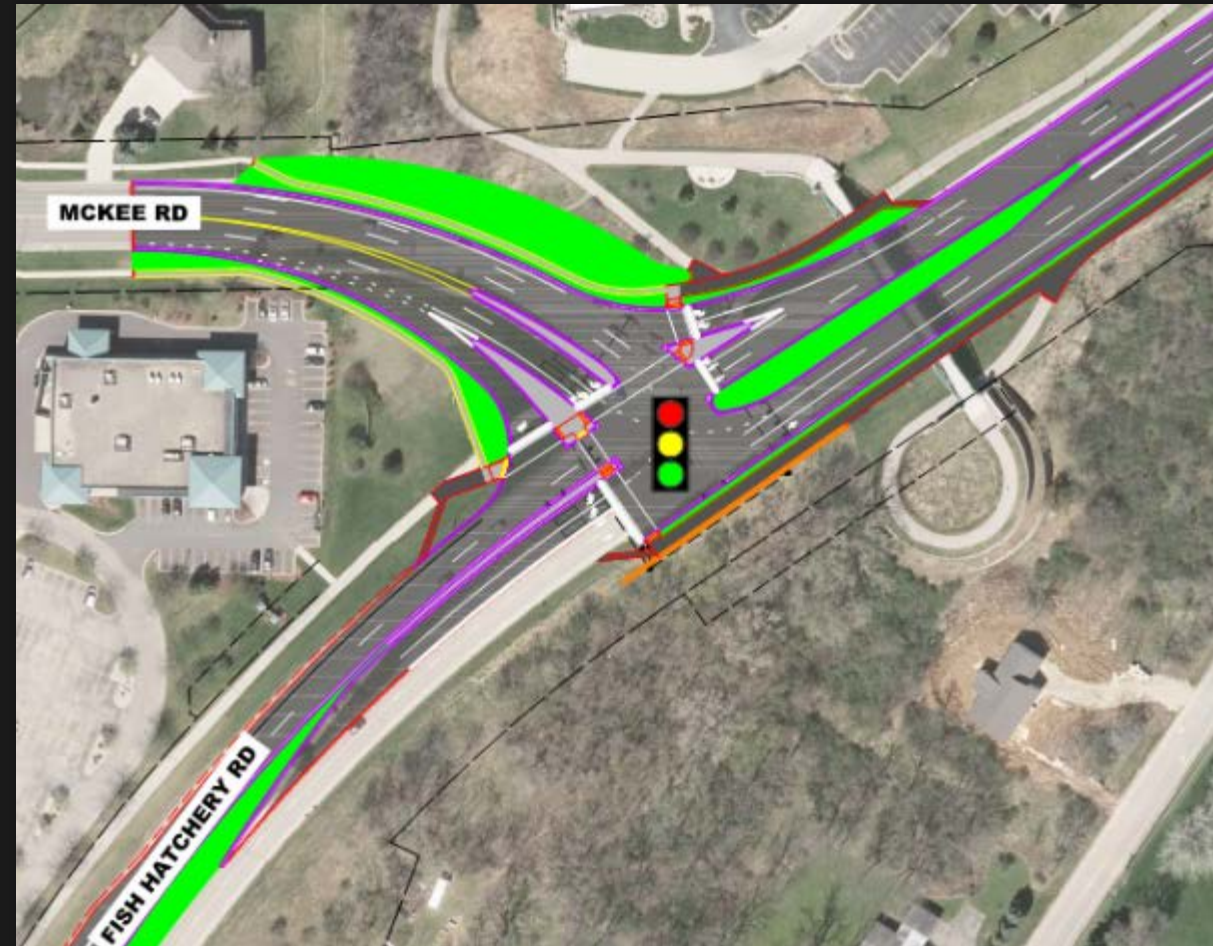
# Timeline and Phasing



# What to Expect in 2019

Traffic uses existing lanes with some short term closures

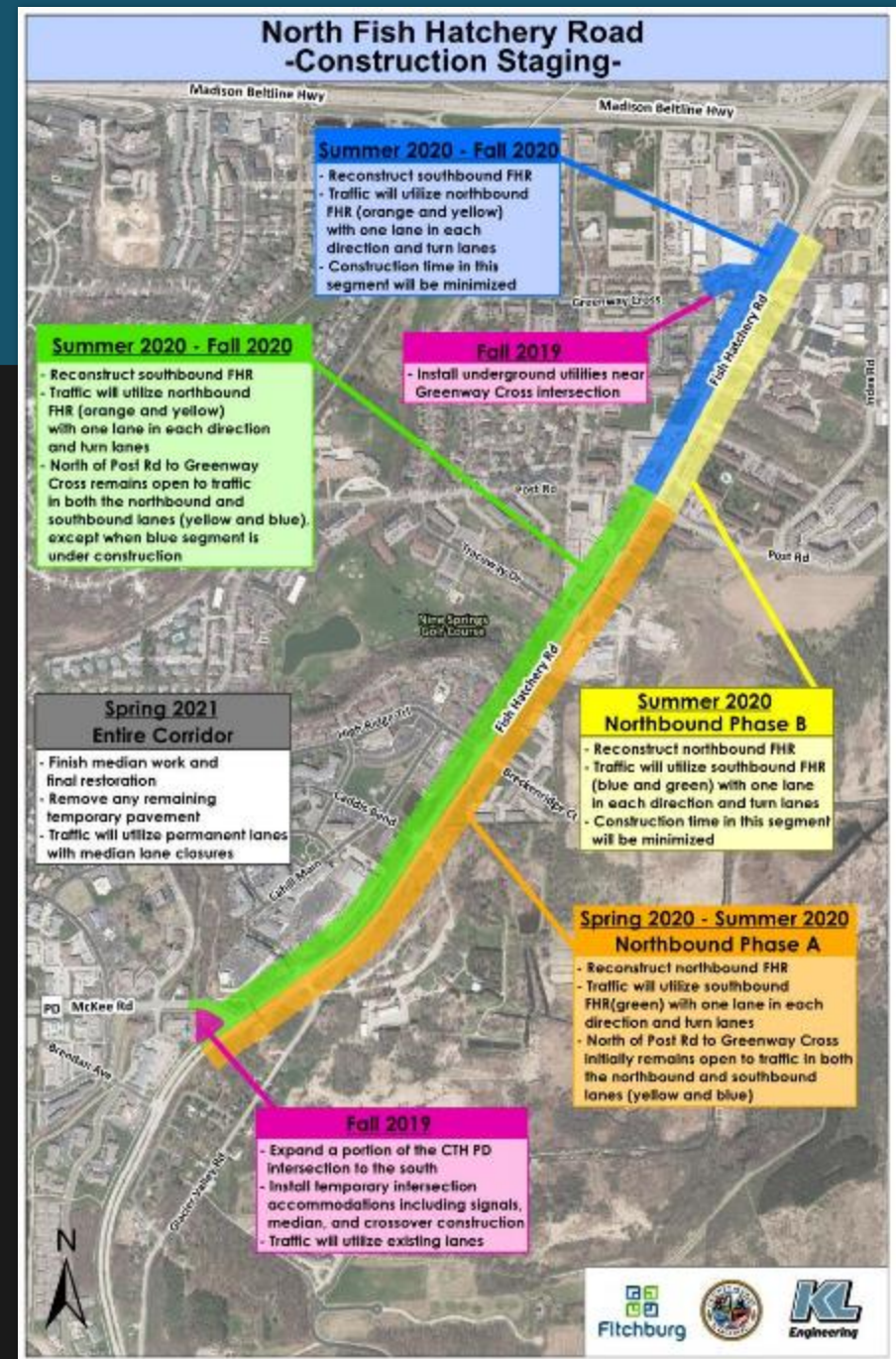
- Off-line McKee intersection construction
- Install temporary intersection accommodations like temporary signals, temporary lighting, and median crossover
- Private utility relocations



# What to Expect in 2020

Traffic uses one lane in each direction plus turn lanes

- Construction starting in northbound lane with traffic in southbound lane
- Limited timeframe for north end construction
- Staged intersection closures
- Temporary bus stops
- Access





# What to Expect in 2021

Traffic uses permanent lanes with short term lane closures

- Remove any temporary pavement
- Restoration
- Streetscaping
- Sign installation
- Pavement marking



# Minimizing Impacts

- Limit the most intense construction activities to a single year (2020)
- Require minimized construction time north of Post Rd
- Provide a signed detour of CTH D
- Coordinate with other projects in the area
- Hire a business outreach manager
- Create a mitigation plan for traffic using local streets
- Sequence and expedite intersection construction
- Coordinate with Metro Transit
- Work with businesses



# Community Resources



# Community Resources

- City of Fitchburg
  - Staff
  - Neighborhood Navigators
- Economic Development Partners
  - Business outreach & marketing



# City of Fitchburg Neighborhood Navigators

- New City of Fitchburg employees
- Funded by Dane County
- Will assist North Fish Hatchery Road neighborhood residents with:
  - Accessing available resources, programs, and services.
  - Providing feedback on neighborhood needs, concerns, and desires.
- *Your Neighborhood Navigators...we're here to help!!*



**Carmen Torres-Kinerk**  
[carmen.torres-kinerker@fitchburgwi.gov](mailto:carmen.torres-kinerker@fitchburgwi.gov)

608.640.7612



**Elizabeth Prado**  
[elizabeth.prado@fitchburgwi.gov](mailto:elizabeth.prado@fitchburgwi.gov)

608.640.8390

# City of Fitchburg Neighborhood Navigators

- Do you have a question about any of the following?
  - City of Fitchburg or City of Madison projects
  - North Fish Hatchery Road reconstruction
  - Neighborhood events and activities
  - Housing, childcare, healthcare
  - Employment and education resources
  - Other??
- Are there things that your neighborhood needs or wants?

➡ ASK A NAVIGATOR!!



➡ TELL A NAVIGATOR!!





# Navigating Together





# We're In This Together!

## NFH Road – Business Outreach – What We Do?

**T**argeted Advocacy for Businesses

**E**ducation & Communication

**A** volunteer group of stakeholders

**M**arketing & Promotions for Businesses





# NFH Road – Business Outreach

- ▶ Work with **ALL** businesses that will be affected by the NFH Road construction
- ▶ Provide outreach on road construction staging, schedules, business access, alternate routes
- ▶ NFH Road Construction – Fall 2019 – 2020





## ► Marketing & Promotions

# Marketing & Promotions: Examples, Lessons Learned

## Working For You – Marketing Campaign

- ▶ Website and Social media – Promotions
- ▶ Promotional Events
  - Small Business Saturday
  - 'ROADS ARE OPEN' Events
  - Jingle & Mingle Events
- ▶ VRP Mobile App
- ▶ Marketing Seminars
- ▶ Marketing Plan & materials on the website
- ▶ Signage Assistance – Open for Business!





# VRP MOBILE APP – YOUR PASSPORT TO SAVINGS!

- ▶ ‘APP ONLY’ Coupons, Deals, Promotions, Rewards...  
ALL IN ONE PLACE!
- ▶ Road Construction Updates
- ▶ Calendar of Events
- ▶ Signage for Businesses
- ▶ **IMPACT:**
  - ✓ Over 15,000 views in the 1<sup>st</sup> 30 days
  - ✓ Over 375 downloads
  - ✓ Over 50 businesses on the app



# Surviving Road Construction

## Preparing Your Business for Road Construction

- ▶ Get Involved Early – Be Informed & Prepared
- ▶ Communicate Early & Often – Customers, Employees, Suppliers, Vendors
- ▶ Put Up Temporary Signage
- ▶ Partner With Other Businesses + Host events
- ▶ Stay Informed & Positive
- ▶ Increase Marketing & Promotions
- ▶ Keep Project manager's contact information close at hand



# Contact Information

Cindy Jaggi, Business Outreach Manager

(608) 712-1980

[cjaggiedp@tds.net](mailto:cjaggiedp@tds.net)

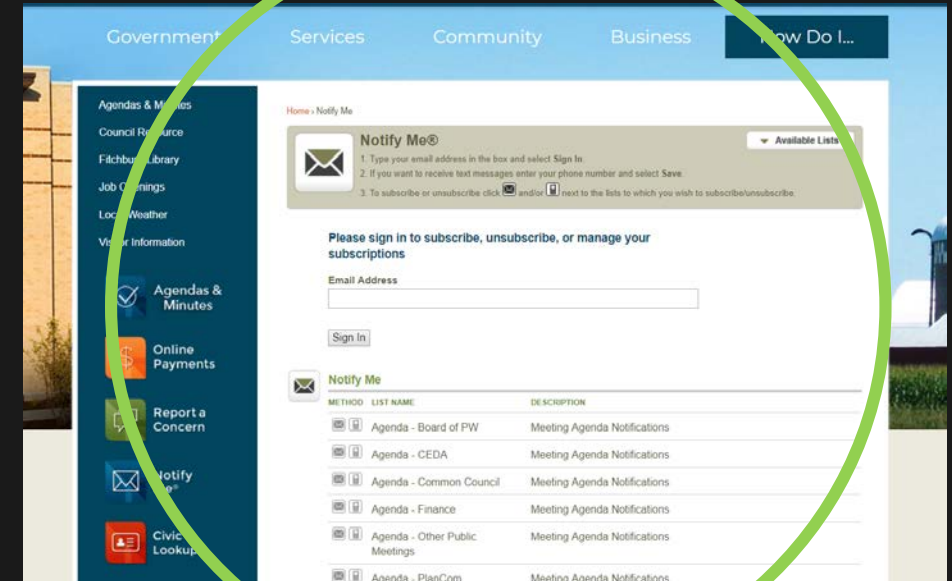
NavigatingTogether





# Staying Connected

- Sign up for email or text updates through City of Fitchburg "Notify Me."
- Connect with your Alder and neighborhood association.
- Follow @FitchburgWI and @FACTvFitchburg on Facebook.
- Watch FACTv .
- Visit the project website:  
[www.fitchburgwi.gov/2504/Fish-Hatchery-Road-Reconstruction](http://www.fitchburgwi.gov/2504/Fish-Hatchery-Road-Reconstruction).



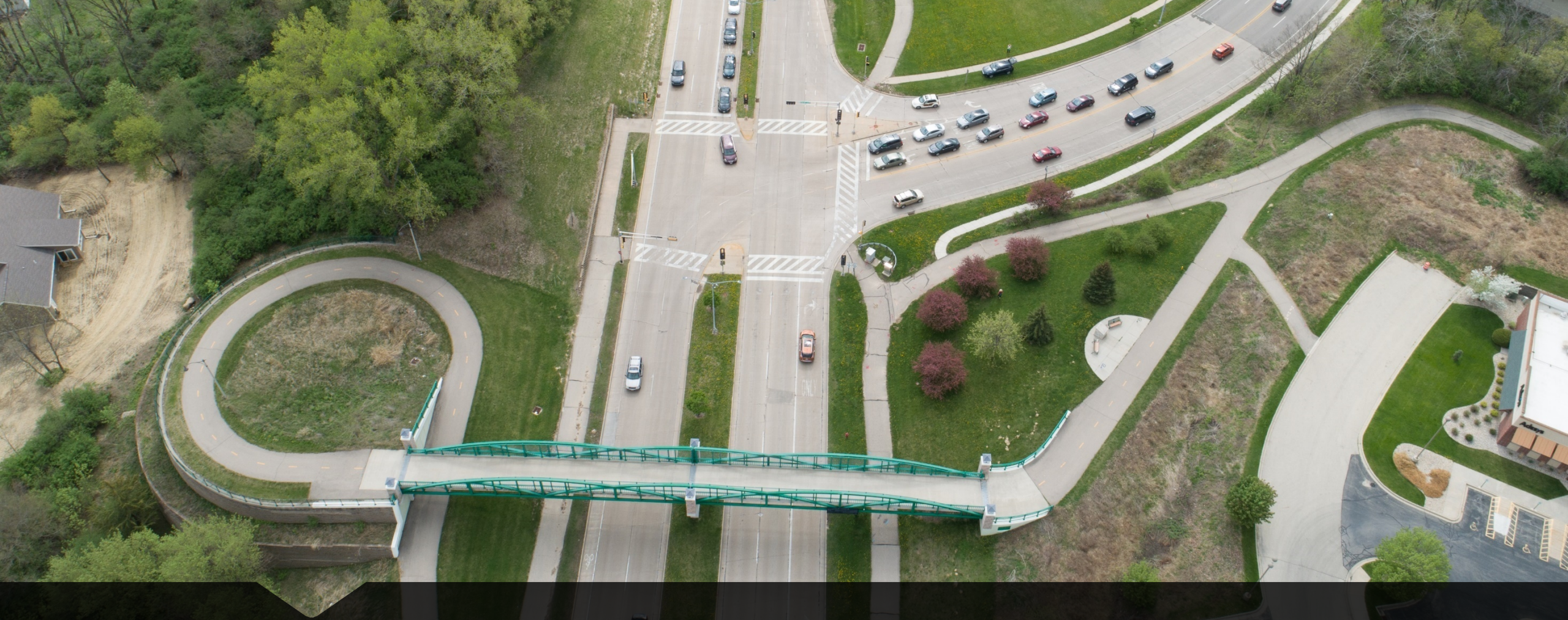


# Q&A

Please write your questions on one of the sheets provided and hand to a project team member.

Thank you!





Thank You!